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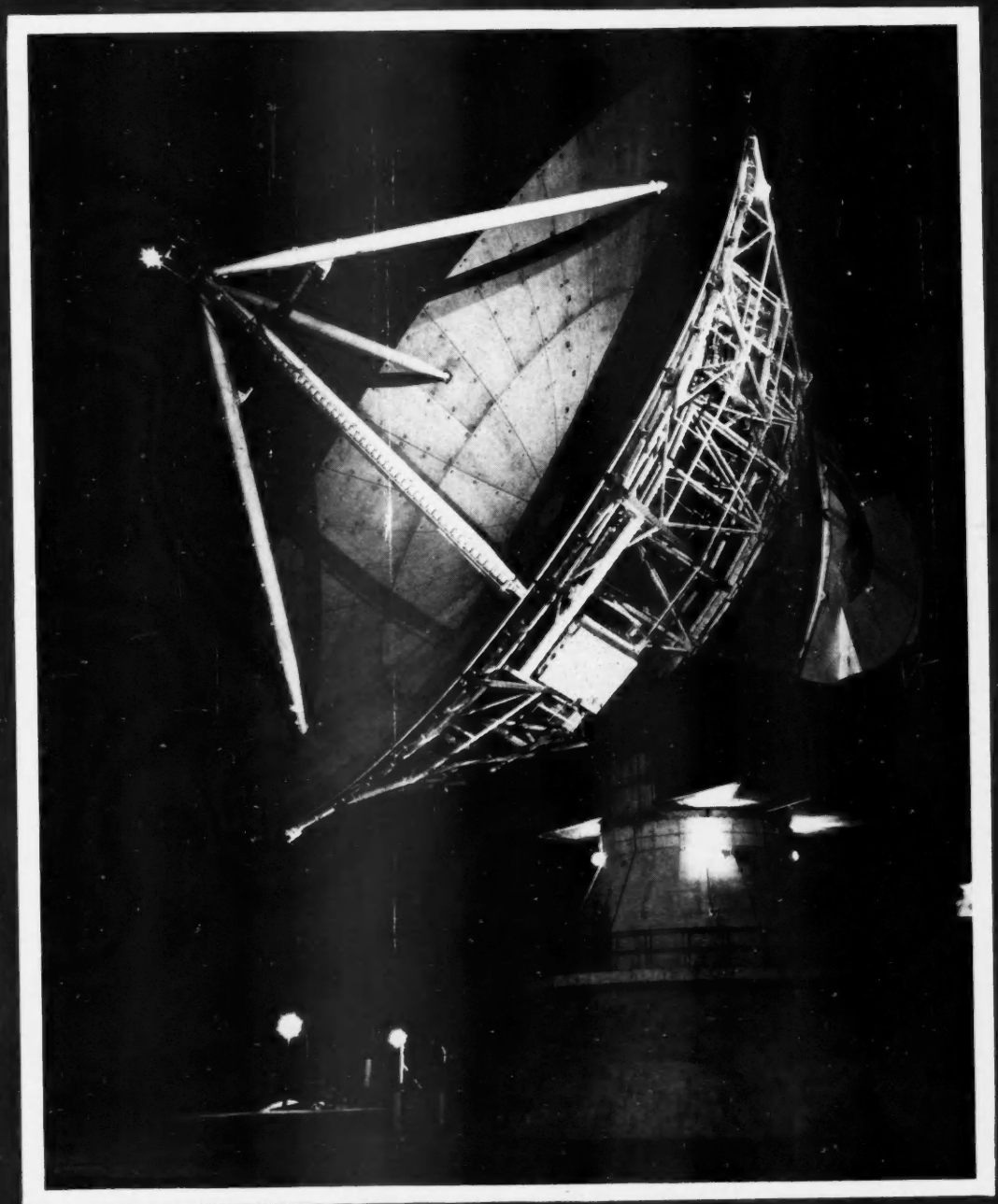

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VOLUME 192, NO. 3643, PAGES 49-128
13 JANUARY 1967
PRICE 1*s.* 6*d.* NET, SUBSCRIPTION INCLUDING POSTAGE £5 6*s.* 8*d.*

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Front cover photograph

Britain's latest satellite tracker/radio telescope, the 82-ft. scanner at Chilbolton, Hampshire, now being commissioned for the Radio and Space Research Station of the Science Research Council. The prime contractors are AEI Electronics, Leicester, and the project is co-ordinated by the Ministry of Public Building and Works. Manual or on-line computer control of the 280-ton parabola provides an overall pointing accuracy of less than two minutes of arc. AEI, GEC and Plessey have formed a joint company, World Satellite Terminals Limited, to develop, sell, manufacture and install satellite terminal stations.

SUBSCRIPTIONS, ADVERTISEMENTS, REPRINTS

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Orders for reprints should be addressed to the Director of Publications (P.12), Her Majesty's Stationery Office, Atlantic House, Holborn Viaduct, London, E.C.1.

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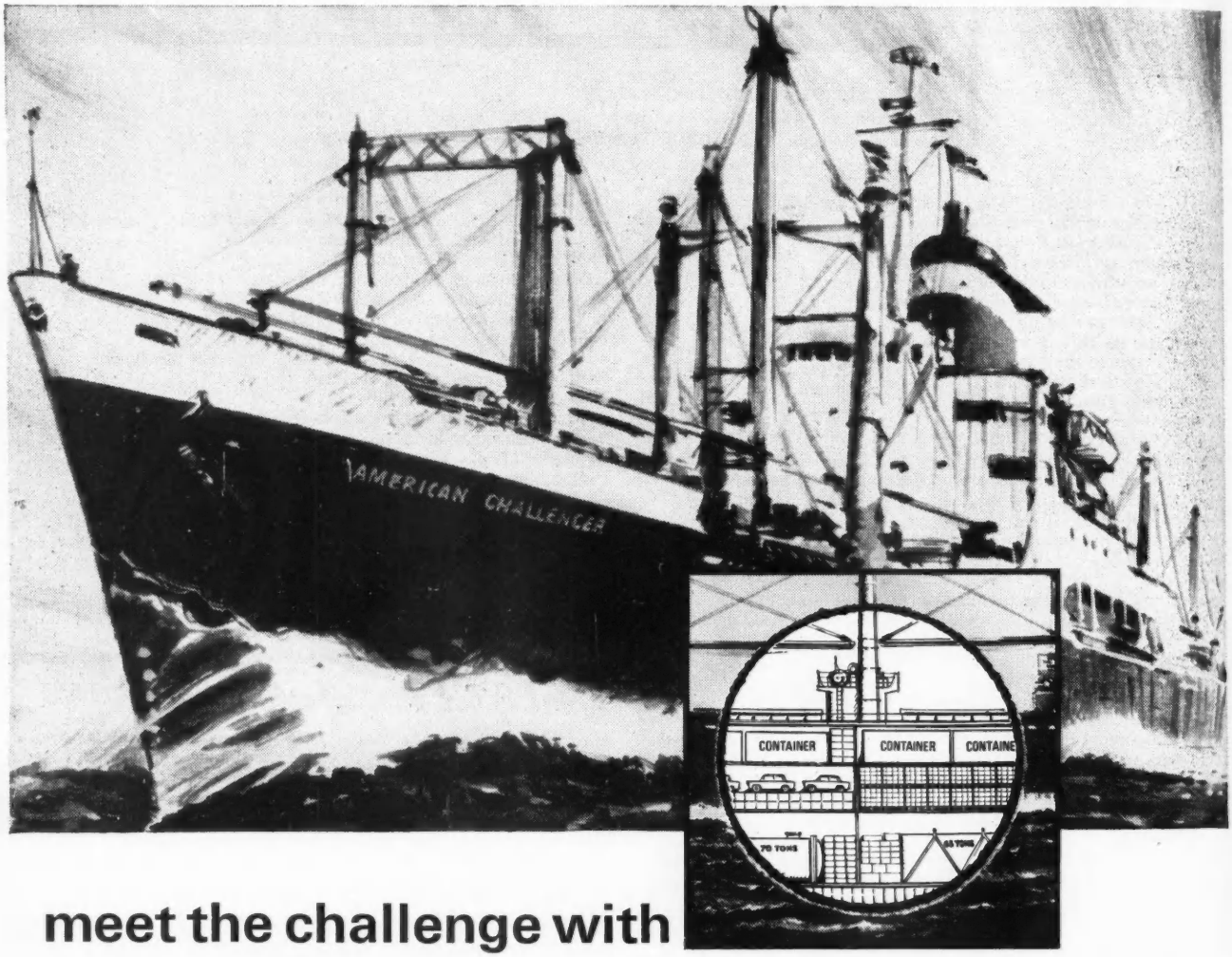

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EXPORTING TO THE UNITED STATES—2

The growing United States market for consumer goods

This article, prepared by the Commercial Department of the British Embassy in Washington, is the second in a series of six intended as guidance for the many British firms considering the United States as a market for their products and for those which will, with the support of the Board of Trade, participate in trade fairs in the United States, in trade missions and in the store promotions programme during 1967. The next in the series, to be published next week, will deal with opportunities for the export of industrial goods to the United States.

More imports

The United States economy has been booming for over five years. Personal income figures have gone up and up. Stores have had a most prosperous period. They have all been 'trading up' – responding to the rising purchasing power of their customers by offering better goods, more variety and more imports. This trend has been helped by the greatly increased number of Americans who travel abroad and see the goods of other countries.

More competition

American buyers now scout the world for the goods they want. Many now go to a dozen countries in the Far East, as well as to many in Europe. Japanese and Hong Kong goods are seen everywhere. The Italians outsell the British in many medium priced stores. Each year more countries compete for American orders – from Israel to Austria, Thailand to Australia. The market never stands still. The exporter who stands still loses the market.

Advantage to Britain

Thanks initially to the young fashion designers, aided by background noises from the Beatles, London has become a 'must' for American buyers and the 'image' of British goods has become much brighter and more exciting. Previously Britain had a reputation mainly for conservative lines of good quality and in good taste. Now, with skill and proper marketing, both these assets can be turned into increased dollar sales. The opportunities must be quickly grasped, for the American manufacturer is adept at copying and adapting, and will rapidly produce a pseudo British article to cash in on a fashionable trend. And traditional goods will not sell forever without change.

Store promotions

The majority of British consumer goods are still sold in the major department or speciality clothing stores. So to take advantage of the present favourable trend, the annual programme of store promotions of British goods (which the Board of Trade and the British commercial services in the United States operate in conjunction with store managements) has been expanded and is a most useful vehicle. When the programme began in 1961, stores were invited to put on British 'Festivals' or 'Fortnights'. Now many of them take the initiative in asking for official help to mount them. The object of these promotions – and official support was given to 130 stores in 1966 – is to make British goods better known in the areas of the country where they have not so far made a very large impact, and to reinforce success in the larger and more import minded cities by selling British goods in greater quantity and variety. The result is that British goods are spreading from the traditional few high class, top quality stores, to more outlets in all parts of the country.

Frequently these store promotions, though based on single stores, reach the scale of minor 'British Weeks', on the lines of those held in Europe. Expanded teams of buyers are mobilized well in advance and visit London during the first half of the year, guided by the London buying house of the store concerned and the Board of Trade with help from the United States Committee of the British National Export Council. At the time of the promotion itself the sale of merchandise is dramatized and promoted by the presence of craftsmen and prominent personalities, as well as by such favourite features as London buses, policemen and town criers. Interest in the more modern aspects of Britain is encouraged by the attendance of well-known designers with collections, and by special displays and exhibitions in the city concerned. The traditional and the contemporary are contrasted. Both are needed to sell the various types of goods.

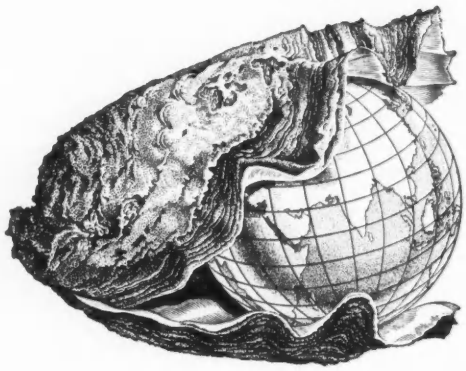
The value of these promotions is not only in the extra buying they generate during the year of the event, but in the encouragement they give to store buyers to continue to look to Britain for

(Continued on page 54)

HRH Princess Margaret in the British menswear promotion department of J. W. Robinson Company, Los Angeles, accompanied by the store president and his wife. Until recently Americans used to think of British fashion as being conservative but the younger British fashion designers have done much to open up the market.

The World's your Oyster

(to misquote Shakespeare)



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Tariff No.	Description	New rate	Old rate
73.11	Angles, shapes and sections hot-rolled or extruded, U-, I- or H-shaped:		
	of a height not exceeding 80 mm.	9	8
	of a height exceeding 80 mm.	8·5	8
	Other angles, etc., not forged	9	8
	Sheet pilings	7·5	6
73.12	Hoop and strip of steel or iron:		
	Hot-rolled, pickled or not	9	8
	Cold-rolled, pickled or not:		
	in rolls for the manufacture of tin plate	9	8
	other	9·5	8
	Plated, coated or surface worked:		
	silvered, gilded, platinized or enamelled	9·5	8
	tinned, galvanized or lead coated	9	8
	Other:		
	hot-rolled	9	8
	other	9·5	8
73.13	Sheets and plates of iron or steel, etc.:		
	Electrical sheets and plates	9·5	8
	Other:		
	Hot- or cold-rolled of a thickness of 3 mm. or more	8·5	8
	Hot- or cold-rolled of a thickness of less than 3 mm.	9·5	8
	Simply lustred, polished or glazed, plated, coated or surface worked:		
	Silver, gilt, platinized or enamelled	8	No change
	Others	9·5	8
	Otherwise worked:		
	Simply cut to square or rectangular shaped:		
	Silvered, gilt, platinized or enamelled	8	No change
	Others	9·5	8
	Other, not including sheets shaped by rolling	9·5	8
73.14	Steel wire	9	8
Ex 73.15	High carbon and alloy steel:		
	forged ingots	8	6
	other ingots	8·5	6
	blooms and slabs	8	8
	billets	8·5	8
	sheet bars	9	6
	coils for re-rolling	9	8
	universal plates	8·5	8
	bars and rods, hot-rolled or cold-formed, other than wire rod	9	8
	hoop and strip	9·5	8
	sheets and plates, hot- or cold-rolled:		
	of 3 mm. or more thickness	8·5	8
	of less than 3 mm. thickness	9·5	8
	coated, clad or otherwise worked	9·5	8
	wire, whether or not coated, but not insulated	9	6 or 8
	electric plates and sheets	9·5	8
Ex 73.16	Iron and steel rails (other than conductor rails with a content of non-ferrous metals), checkrails, rackrails, sleepers, fishplates and chairs	8	6
73.18	Tubes and pipes of steel other than welded pipes	8·5	6 or 8
	Welded pipes	9·5	6 or 8
Ex 73.20 C II	Pipe arcs	8·5	6
Ex 73.24	Steel bottles	8·5	6
Ex 73.32 B II	Threaded bolts and nuts, unworked, of a diameter exceeding 6 mm.	7	6
Ex 73.40 B III	Other forgings of iron or steel	8	6
Ex 82.01 A	Spades, shovels, etc.	7	6
83.13	Crown corks	7	6
84.15	Refrigerators of a capacity of 250 litres or less	7	6
84.16 A	Rolls of steel, forged but not engraved	8	6
84.44	Rolls of steel, forged for rolling mills	8	6
84.65	Machine parts of steel weighing more than 250 kgs., excluding cast steel	8	6
85.09	Lighting equipment for bicycles and parts thereof	7	6
86.09	Axles, wheels for rolling stock	8	6
87.01	Agricultural tractors, wheeled	7	6
87.02	Motor vehicles for the transport of goods and materials weighing more than 3·5 tons	7	6
Ex 87.12 A I	Wheel rims, saddles, running boards, etc., for cycles and motor cycles	5	4

Inquiries should be addressed to Tariff Section, Board of Trade, Room E11, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 449).

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NIGERIA

Import licensing regulation

LEGAL NOTICE No. 116 of 1966 published in the Federal Republic of Nigeria *Official Gazette* of December 8, amends, with effect from that date, Open General Import Licence (All Countries) No. 1 of 1964, referred to in the *Board of Trade Journal* of June 12, 1964 (pages 1316 -1317) by the addition to the Second Schedule of the following item:

Description	Import List Group	Item No.
24. Yarn	651	30-40

Note:

The effect of this amendment is that a specific licence is now required for the importation into Nigeria from all countries of the commodity mentioned in the above Legal Notice.

An inquries relating to this notice should be addressed to the Export Services Board, Board of Trade, Hillgate House, 35 Old Bailey, E.C.4. (Tel: City 5757, Ext. 472).

GHANA

Notices to Importers Nos. 271 and 272

THE GHANA Controller of Imports and Exports announces, in the Ghana *Commercial and Industrial Bulletin* of December 16, 1966, the introduction of the following additional Open General Licence to be operative from January 1, 1967.

'Open General Licence No. 5 – This authorizes the importation of the following items:

(a) Antibiotics, vitamins, hormones, anti-malaria drugs, anti-pyrepics and analgesics, sera and vaccines, sulpha drugs, and galenicals.
(b) Fertilizers, matchets and other hand tools and appliances for cultivating the soil.
(c) Fishing gear – fishing ropes, cords, twine, nets, cork, floats, rods and parts and lead;
Outboard motors and spares.

Importers are, however, advised that before placing orders for the importation of medicinal and pharmaceutical products they must obtain a permit from the Pharmacy Board, Ministry of Health, PO Box M44, Accra.'

NOTICE TO IMPORTERS No. 272 published at the same time, amends, with effect from January 1, 1967, the list of items for which, except under special circumstances, no application will be entertained.

This list will be published in full in the *Board of Trade Journal* of January 13. Meanwhile, a copy may be inspected at the Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 472).

Note:

In the *Board of Trade Journal* of August 12, 1966, pages 444-445, a notice was published giving the details of the Import Licensing Procedures for the Calendar Year 1967.

MALAWI

Customs tariff

THE MALAWI Department of Customs and Excise have replaced their old Customs Tariff by a Brussels Nomenclature Tariff with effect from January 1, 1967.

The salient features are that the new tariff has three columns instead of four columns and the United Kingdom's preferential position has been preserved.

A copy of the new Tariff may be inspected on application to the Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 468).

Thoresen Car Ferries, of Southampton, carried what they believe to be the biggest ever mobile home to cross the Channel on December 12. The mobile home, a 50-footer, built by Pathfinder Caravan Co. Ltd., of Exeter, was en route for Paris (via Southampton and Le Havre). Mr. R. A. Horton, Pathfinder's sales director, explained the caravan will be used as a showpiece by their recently appointed agent in Paris, who is confident they will sell well in France. The mobile home shown costs over £3,000.

REPUBLIC OF SOUTH AFRICA

Customs tariff application

CUSTOMS TARIFF Application List No. 427, published in the *South African Government Gazette* of December 30, 1966, contains an application to the Board of Trade and Industries for increase in duty on cylinder head, manifold and similar hot joint gaskets, whether or not in sets, provided for under tariff sub-heading 84.64.90, from 20 per cent *ad valorem* to 33⅓ per cent *ad valorem*.

Those British trade organizations thought to be interested in the application are being informed. Any British firm affected which wishes to make representations to the South African Board of Trade and Industries and belongs to a trade organization, should, therefore, first contact its own trade association.

If any firm proposes to make independent representations to the South African authorities and requires further information concerning the application, it should address inquiries to the Commercial Relations and Export Department, Board of Trade, 1 Victoria Street, London, S.W.1, quoting reference CRE 30/67.

NEW ZEALAND

Revocation of some tariff concessions on articles and materials

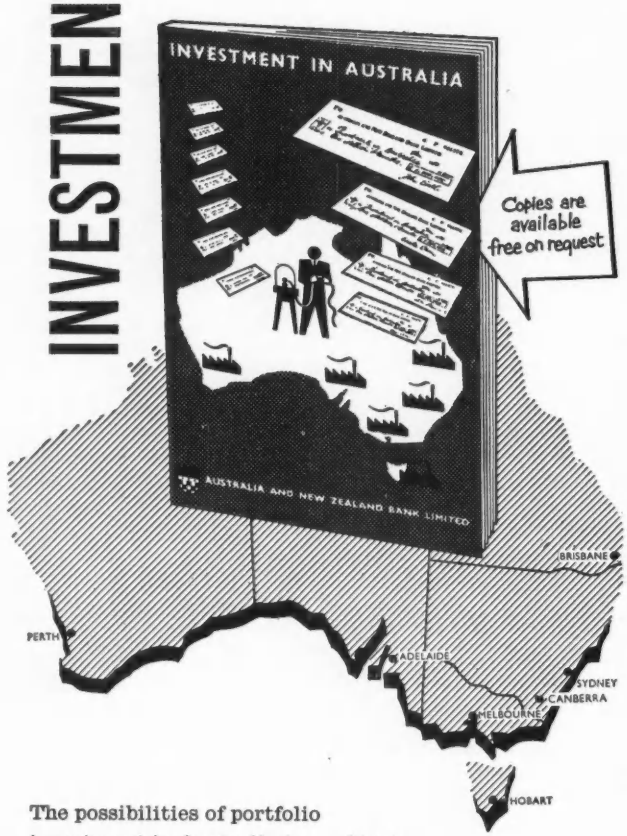
THE NEW ZEALAND Minister of Customs is reviewing the decisions approving the admission at concessionary rates of duty of certain items used solely in the fabrication and repair of goods in New Zealand under Item 448 of the former Tariff.

The New Zealand Customs Department have now published a list of items for which entry at concessionary rates of duty will be revoked, with effect from January 1, 1967, as follows:

Printers', stationers', and bookbinders' –
Calendars, showcards, and advertising material –
Binding strips of metal

(*Continued on next page*)

INVESTMENT IN AUSTRALIA



The possibilities of portfolio investment in Australia is a subject of considerable interest in the United Kingdom. To provide authoritative information A.N.Z. Bank has published a 68-page booklet "Investment in Australia" which deals in some detail with such matters as...

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NEW ZEALAND, *continued*

Springs –
Bushes of the following kinds declared by a manufacturer for use by him only in making laminated undercarriage springs for motor vehicles –
(a) Steel and rubber
(b) Steel and bronze
(c) Wholly of steel, including split seam bushes
(d) Wholly of bronze, including split seam bushes

Tobacco, cigars and cigarettes –
Cedarwood dressed and cut to sizes for making cigar boxes
Tobacco binder, being paperlike sheets made from compressed pulverized tobacco leaf

Twine –
Cardboard tubes and cones specially suited for use as cones in the manufacture of twines

Upholstery –
Tape, ladder, wholly of plastic, other than woven plastic material specially suited for use with venetian blinds

Details of the items concerned, together with the substantive tariff in force from January 1, 1967, can be seen at Board of Trade, Room E54, Hillgate House, 35 Old Bailey, London, E.C.4 (Tel. City 5757, Ext. 468). Anyone wishing to make any inquiry about this notice should approach the Commercial Relations and Exports Department, Board of Trade, 1 Victoria Street, London, S.W.1, quoting reference CRE 11806/G.

This list may possibly contain words which are registered as trade marks in relation to certain kinds of goods.

AUSTRALIA

Revision of Customs By-laws

THE AUSTRALIAN Department of Customs and Excise have announced changes in the By-laws shown below:

New By-law

The following goods will be admitted under By-law until further notice:

Goods	Classification and Duty under the British Preferential Tariff	
	Tariff Item	Rate of Duty
Felt paper or paperboard, but not including surface decorated or printed, in rolls exceeding 72 inches in width, for use in the manufacture of floor coverings, under security	48.07.12	Free
Kindergarten materials, for use in kindergarten teaching, as follows:		
Cards, illustrating familiar objects, for exercises in word building		
Cards, test, observation, being sets of illustrated cards superficially identical but embodying minor differences		
Cards with printed illustrations thereon and named matching cards, in outfits	97.04	Free

Amended By-laws

The following By-laws have been amended to apply to the goods as shown:

Goods	Classification and Duty under the British Preferential Tariff	
	Tariff Item	Rate of Duty
Drills (interchangeable tools), composed wholly of a non-ferrous alloy of chromium, tungsten and either or both cobalt ot molybdenum	82.05	Free
Diodes having a f.o.b. price exceeding an amount ascertained by multiplying $1 by the number of diodes in each device or unit	85.21	Free
Note: Care is to be exercised that the multiple diodes are in fact proper to 85.21. Should they be in any way interconnected one to the other admission under 85.21 will be refused.		

OVERSEAS COMMERCIAL POSTS

Over 200 official commercial posts in all the main centres of world trade are at the service of the United Kingdom exporter. A full list of their addresses is given on pages i-viii of the Board of Trade Journal *of October 7, 1966.*

Cancelled By-laws

The following goods are removed from the provisions of By-law entry and will now be classified as indicated below:

Goods	Classification and Duty under the British Preferential Tariff	
	Tariff Item	Rate of Duty
Silicone fluids usable as lubricating oils, damping fluids, hydraulic fluids or dielectrics The By-law still applies to these goods provided they are in direct transit to Australia on December 9, 1966, and are entered for home consumption within 21 days after importation; or in bond in Australia on December 9, 1966, and are entered for home consumption on or before January 9, 1967.	39.01.142	40%, less $0·025 per gal.
Carpet felt paper or paperboard, seal-coated, bitumen saturated, in rolls exceeding 6 feet in width, for use in the manufacture of printed floor coverings, under security	48.07.420	12½%

Tariff Board inquiry

THE AUSTRALIAN Minister for Trade and Industry has referred to the Tariff Board for inquiry and report the question whether assistance should be accorded the production of **Butyl alcohols and acetates** (Tariff items 29.04.300, 29.14.212 and 38.19.99).

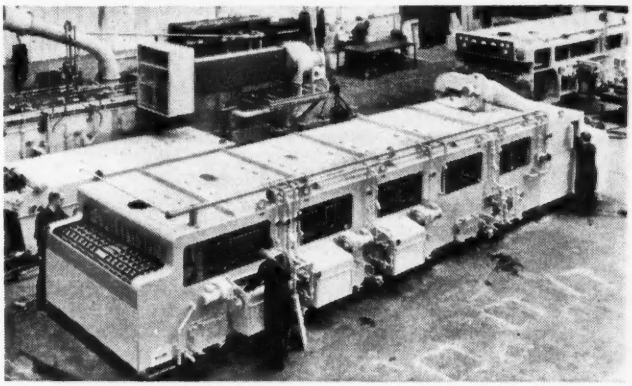
This reference is of Departmental origin.

Details of the tariff items under which the above-mentioned goods are dutiable are given below:

Tariff Item	Goods	Rates of Duty	
		General	Preferential
29.04	Acyclic alcohols and their halogenated, sulphonated, nitrated or nitrosated derivatives:		
29.04.300	Butyl alcohols	25%	15%
29.14	Monoacids, and their anhydrides, acid halides, acid peroxides and their peracids, and their halogenated, sulphonated, nitrated or nitrosated derivatives:		
29.14.212	Butyl acetates	25%	15%
38.19	Chemical products and preparations of the chemical or allied industries (including those consisting of mixtures of natural products), being goods not falling within any other item; residual products of the chemical or allied industries, being goods not falling within any other item:		
38.19.9	Other:		
38.19.99	Other:		
38.19.991	Put up for retail sale	The rate of duty set out in this column that would apply to the goods if they consisted wholly of the constituent that, in the opinion of the Minister, gives the goods their essential character, or, if higher, 22½%	The rate of duty set out in this column that would apply to the goods if they consisted wholly of the constituent that, in the opinion of the Minister, gives the goods their essential character, or, if higher, 10%
38.19.999	Other	The rate of duty set out in this column that would apply to the goods if they consisted wholly of the constituent that, in the opinion of the Minister, gives the goods their essential character	The rate of duty set out in this column that would apply to the goods if they consisted wholly of the constituent that, in the opinion of the Minister, gives the goods their essential character

Note: Temporary additional duties in the form of support values have been imposed as follows: (i) iso-butyl alcohols and iso-butyl acetates 90% of the amount by which landed cost is less than $A310 per ton; (ii) other butyl alcohols and butyl acetates 90% of the amount by which landed cost is less than $A350 per ton.

This matter has been reported by telegraph by Her Majesty's Minister (Commercial) at Canberra, who has been asked by the Australian authorities to notify them at the earliest possible date if any United Kingdom interests propose to tender evidence. In accordance with normal procedure, notification in this instance should be given to the Australian authorities **not later than January 16, 1967**. Before this date, therefore, United Kingdom Trade Associations or firms intending to submit evidence to the Tariff Board should so advise the Commercial Relations and Exports Department, Board of Trade, 1 Victoria Street, London, S.W.1, quoting reference CRE 2448/66.



The photograph shows one of a pair of Dawson bottlewashing machines receiving a final technical check-over before being split into sections for despatch to United Distillers (Pty.) Ltd., in Melbourne, Australia. The two units, valued at over £20,000, can clean a wide range of bottles from the miniature to the 40-ounce size. Each unit can handle 4,800 bottles an hour.

Decisions on tariff classifications

THE AUSTRALIAN Department of Customs and Excise have announced the following decisions on the application of the Australian Tariff:

Goods	Classification and Duty under the British Preferential Tariff	
	Tariff Item	Rate of Duty
Coverings such as Kontakt, Fablon, D.C. Fix and Beautifix which are self-adhesive PVC sheetings with a 'peel off' backing material	39.02.419	25%
Knitted sleeveless shell jumpers, also known as blouses and sweaters	60.05.129	27½%; or, if higher, $0·30 each, and 12½%

Tariff changes on industrial chemicals

OWING TO THE EXTENT of the changes made in the Australian Customs Tariff affecting the rates of duty payable on industrial chemicals and synthetic resins, full details will not now be published in the *Board of Trade Journal*.

Instead, the detailed changes have been printed in the form of a booklet copies of which can be obtained from the Commercial Relations and Exports Department, Board of Trade, Room 334, 1 Victoria Street, London, S.W.1 (Tel. Abbey 7877, Ext. 2318.)

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TRINIDAD AND TOBAGO

Aid to Pioneer Industries Ordinance, 1950

THE TRINIDAD and Tobago Government is considering whether the following products should be declared 'pioneer products' for the purposes of the Aid to Pioneer Industries Ordinance, 1950:

Rubber slab stocks.

'Pioneer manufacturers' of these products will enjoy income-tax relief, duty-free importation of construction material, plant, machinery, etc., and other concessions. The Trinidad and Tobago Customs Laws also provide for the exemption from payment of import duties on raw materials by approved industrial activities.

Applications for pioneer status are processed by the Trinidad Industrial Development Corporation, Salvatori Building, Independence Square, Port of Spain, Trinidad (PO Box 949). It would be appreciated if firms writing to the Industrial Development Corporation would copy their initial correspondence to the British High Commission (Commercial Department), PO Box 225, Port of Spain, Trinidad.

Inquiries about the above notice should be addressed to the Board of Trade, Commercial Relations and Exports Department, 1 Victoria Street, London, S.W.1. (Tel. Abbey 7877, Ext. 2627).

CANADA

Marking of imported goods

THE FOLLOWING additions to the Canadian Marking of Imported Goods Order, published in full in the *Board of Trade Journal* on February 21, 1964, with amendments on February 26 and April 9, 1965, have been made with effect from March 1, 1967:

Bakeware and cookware made of cast iron in plain, polished, machined, porcelain enamel, fluorocarbon ('Tiflon' and 'Fluon') finishes, the following: frypans, skillets, dutch ovens, chaudrons, casseroles, trivets, chicken fryers and baking pans shall be marked by etching, die-stamping, engraving, embossing or by decalcomania transfer or adhesive label.

Gloves made wholly or partially of leather shall be marked by being die-stamped in letters of a contrasting colour not less than one-eighth of an inch in height or by means of a printed or woven label in contrasting colour firmly attached at the top of the glove so as to be readily apparent to the intending purchaser. When imported in and for sale to the ultimate purchaser in packages, boxes, envelopes or other containers, the packaging material shall also be marked.

Hair pieces, the following: wigs, half-wigs, switches, postiches, pony tails, toupees and other types of hair pieces designed to be worn on the head of a person shall be marked by means of a printed or woven label in contrasting colour firmly attached so as to be readily apparent to the intending purchaser. When such hair pieces are imported in and for sale to the ultimate purchaser in packages, boxes, envelopes or other containers, the packaging shall also be marked.

The above information is contained in Canadian Department of National Revenue Memorandum, Series D42, dated January 12, 1966.

Canada—Federal sales tax

IN HIS RECENT Budget Statement the Canadian Minister of Finance announced that he proposed to increase the general sales tax from 11 per cent to 12 per cent. This increase will not apply to production machinery (which is, being exempted from sales tax in two steps in April 1967 and April 1968), to building materials and to foodstuffs.

(Note: In the case of imported goods the sales tax is levied on the duty paid value.)

Further information about this change will be published when it is received from Canada. In the meantime routine inquiries about the sales tax should be addressed to Export Services Branch, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 468).

'Made in Canada' ruling

THE FOLLOWING ruling has been made in Canada for Canadian Customs purposes:

Of 'a class or kind made in Canada':

Bath chairs designed for lowering and raising patients into and out of bath tubs.

(Ruling effective January 23, 1967.)

The above information is contained in Canadian Department of National Revenue Memorandum D51/21/1, dated December 21, 1966.

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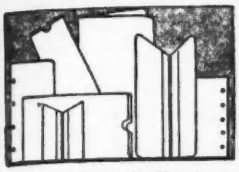

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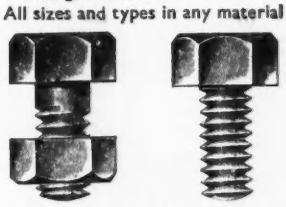

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Index to statistics published regularly in the Board of Trade Journal

A = annually; M = monthly; Q = quarterly; 6-M = every six months.

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Air transport:	
Activity at UK aerodromes (M)	23 Dec. 1966
Aircraft noise at Heathrow Airport (Q)	23 Dec. 1966
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Trade by air (6-M)	27 May 1966
Balance of payments (Q)	30 Sept. 1966
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Distributive and service trades (A)	30 Dec. 1966
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Catering trades turnover (M)	16 Dec. 1966
Chemical industries production (6-M)	11 Nov. 1966
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ECGD business (Q)	4 Nov. 1966
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Board of Trade Departments, etc.

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Board of Trade regional organization	25 Nov. 1966
British and Commonwealth chambers of commerce and other British business organizations overseas	11 Mar. 1966
British commercial representatives overseas	7 Oct. 1966
Directory of Board of Trade departments and their work	27 May 1966
ECGD local offices	25 Nov. 1966
Official Receivers' offices	16 Dec. 1966
United States consular offices in the UK	17 June 1966

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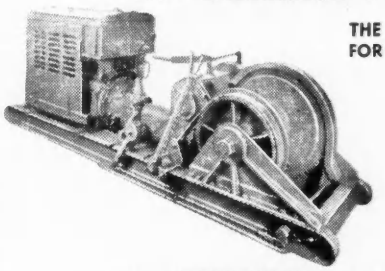

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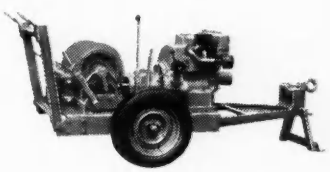

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Form IG/7 Ships.
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